

Shawnika J. Hull, Ph.D.
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4 Huntington Ave.
New Brunswick, NJ 08901

ACADEMIC POSITIONS

- 2023 – pres. Associate Professor
Department of Communication
School of Information and Communication
Rutgers University
- 2020 – 2023 Assistant Professor
Department of Communication
School of Information and Communication
Rutgers University
- 2019 – 2023 Visiting Professor, June – July annually
Center for AIDS Prevention Studies
University of California, San Francisco
- 2015 – 2020 Assistant Professor
Department of Prevention and Community Health (PCH)
Milken Institute School of Public Health
The George Washington University (GWU)
- 2011 – 2015 Assistant Professor
School of Journalism & Mass Communication (SJMC)
Center for Demography & Ecology, Population Health Sciences (affiliated)
University of Wisconsin – Madison (UW – Madison)
- 2010 Instructor
University of Pennsylvania

RESEARCH FOCUS

health communication	social marketing	media effects	HIV prevention
health disparities	community engaged research	intervention	evaluation

TRAINING AND FELLOWSHIP APPOINTMENTS

- 2010 – 2011 Anna Julia Cooper Post-Doctoral Fellow
SJMC, UW – Madison
- 2008 – 2009 Research Fellow, Sex and Media Research Group.
Annenberg School for Communication, University of Pennsylvania
Supervisor: Dr. Martin Fishbein
- 2006 – 2007 Research Fellow, Theory and Methods Core.
Annenberg School for Communication, University of Pennsylvania
Center for Excellence in Cancer Communication Research
Supervisor: Dr. Martin Fishbein
- 2005 – 2006 Research Fellow, Seeking and Scanning Behavior Research Group

Annenberg School for Communication, University of Pennsylvania
 Center for Excellence in Cancer Communication Research
 Supervisor: Dr. Robert Hornik

2004 Research Assistant, Experimental Data Collection and Management
 University of Arizona
 Supervisor: Dr. Robin L. Nabi

EDUCATION

2010 Ph.D. Annenberg School for Communication, University of Pennsylvania
 Adviser: Dr. Joseph N. Cappella

2007 M.A. Annenberg School for Communication, University of Pennsylvania
 Adviser: Dr. Robert Hornik

2004 B.A. Department of Communication, University of Arizona, Summa Cum Laude
 Minor: Business Administration

2002 A.A. Liberal Arts, Pima Community College, Tucson Arizona, Cum Laude

DOCTORAL DISSERTATION

Hull, S. J. (2010). *Risky business: An examination of the relationship between message frame, risk perceptions and intentions to seek HIV-antibody testing* (Doctoral dissertation, University of Pennsylvania). UMI Number: 3447487

Supervisor: Joseph Cappella, PhD

Members: Martin Fishbein, PhD, Robert Hornik, PhD & Michael Delli Carpini, PhD

HONORS AND AWARDS

2023 Service Excellence Award, Department of Communication, Rutgers University

2023 Board of Trustees Research Fellowship for Scholarly Excellence, Rutgers University

2023 Chancellor-Provost Award Excellence in Community Engaged Scholarship, Rutgers University, New Brunswick

2020 Invited panelist, HIV-Related Intersectional Stigma Research Advances and Opportunities, Workshop hosted by National Institutes of Health Office of AIDS Research & National Institute of Mental Health

2019 Early Career Reviewer, Center for Scientific Review, National Institutes of Health

2017 Milken Institute School of Public Health Community Engagement Award. "An Evaluation of the Effectiveness of the Black Women's Health Imperative #LetsTalkAboutPrep campaign among Black women living in Washington D.C.," *Mompe, & Hull, GWU

2017 Jacob's Institute Women's Rights and Gender Equality Prize, "An Evaluation of the Effectiveness of the Black Women's Health Imperative #LetsTalkAboutPrep campaign among Black women living in Washington D.C.," Mompe & Hull, GWU

- 2016 Cyber Mentor Protégé, American Psychological Association, Cyber Mentors Program (NIMH grant #2R25MH083635-04)
- 2015 Invited Mentee, Social and Behavioral Sciences Research Network
- 2015 Honored Instructor Award, University of Wisconsin, Student nomination
- 2014 Outstanding Women of Color in Education, University of Wisconsin- System
1 of 2 UW-System recipients
- 2014 Outstanding Women of Color in Education, University of Wisconsin- Madison
1 of 8 University of Wisconsin – Madison recipients
- 2013 Invited Guest, RWJF Health & Society Scholars, Annual Program Meeting
- 2012 Blood Services Annual Direct Service Group Impact Award, American Red Cross
- 2011 Honored Instructor Award, University of Wisconsin
- 2011 Invited Attendee, Robert Wood Johnson New Connections Symposium
- 2009 James D. Woods Teaching Award
- 2005 – 2009 Fontaine Society Fellow, University of Pennsylvania
- 2007 Top Student Paper
Stevens, R., Hull, S. J., & Ho., A. *From T.V. to testing: Linking the KNOW HIV/AIDS media campaign to HIV prevention behavior among adolescents*. NCA, Health Communication Division
- 2007 Finalist, Donald. P. Cushman Memorial Award
The award honors the top-ranked student authored paper from all units that competitively rank papers for programming at the NCA Annual Conference.

REFEREED ARTICLES

*indicates students at the time the research was conducted

1. Scott RK, Deyarmond M, Marwitz S, Huang JC, Moriarty P, Visconti A, Beverley J, Elion R, Coleman M, **Hull SJ**. (in press). Implementation of an Educational Intervention to Improve HIV Pre-Exposure Prophylaxis Services for Women in an urban Sexual Health Clinic. *AIDS, Patient Care, and STDs*.
2. Doshi RK, Hull S, Broun A, Boyani S, Moch D, Visconti AJ, Castel AD, Baral S, Colasanti J, Rodriguez AE, Jones J, Coffey S, Monroe AK. (forthcoming). Lessons learned from U.S. rapid antiretroviral therapy initiation programs. *Int J STD AIDS*
3. Scott, R. K., **Hull, S. J.**, Huang, J. C., Ye, P., Lotke, P., Beverly, J., Moriarty, P., Balaji, D., Ward, A., Holiday, J., Brant, A., Elion, R., Visconti, A., Coleman, M. (in press). Intention to initiate HIV pre-exposure prophylaxis among cisgender women in a high HIV prevalence U.S. city. *Women's Health Issues*.
4. *Burns, J. A., **Hull, S. J.**, *Inuwa, A., Moriarty, P., & Scott, R. K. (in press). Understanding Retention in the HIV Pre-exposure Prophylaxis (PrEP) Cascade among Cisgender Women, *AIDS, Patient Care and STDs*, 37(4), 205-211. <https://doi.org/10.1089/apc.2023.0009>

5. **Hull, S.J.**, Massie, J.S., *Holt, S.L. & Bowleg, L. (2023). Intersectionality Policymaking Toolkit: Key Principles for an Intersectionality-Informed Policymaking Process to Serve Diverse Women, Children, and Families. *Health Promotion Practice*, online first. <https://doi.org/10.1177/15248399231160447>
6. **Hull, S. J.**, Duan, X., *Brant, A. R., Peng Ye, P., Lotke, P. S., Huang, J. C., ... & Scott, R. K. (2022). Understanding Psychosocial Determinants of PrEP Uptake Among Cisgender Women Experiencing Heightened HIV Risk: Implications for Multi-Level Communication Intervention. *Health Communication*, 1-12, <https://doi.org/10.1080/10410236.2022.2145781>
7. Scott, R. K., **Hull, S. J.**, Huang, J. C., Coleman, M., Visconti, A., Ye, P., Lotke, P., Beverly, J., Moriarty, P., Balaji, D., Ward, A., Holiday, J., Brant, A. R., Cameron, M., & Elion, R. (2022). Factors associated with intention to initiate PrEP in cisgender women at high behavioral risk for HIV in Washington D.C. *Archives of Sexual Behavior*, 51, 2613-2624. <https://doi.org/10.1007/s10508-021-02274-4>
8. Taggart, T., Rendina, J. H., Boone, C. A., Burns, P., Carter, J., English, D., **Hull, S.**, Massie, J. S., Mbaba, M., Mena, L., del Río-González, A. M., Shalhav, O., Talan, A. J., Wolfer, C., & Bowleg, L. (2022). Stigmatizing spaces and places as axes of intersectional stigma among sexual minority men in HIV prevention research. *American Journal of Public Health*, 112 (S4): S371-S373. <https://doi.org/10.2105/AJPH.2021.306676>
9. Scott, R. K., **Hull, S. J.**, Richards, R. C., Klemmer, K., Salmoran, F., & Huang, J. C. (2021). Awareness, acceptability, and intention to initiate HIV pre-exposure prophylaxis among pregnant women. *AIDS care*, 1-13. <https://doi.org/10.1080/09540121.2021.1916870>
10. **Hull, S. J.**, *Tessema, H., *Thuku, J., & Scott, R. K. (2021). Providers PrEP: Identifying primary health care providers' biases as barriers to provision of equitable PrEP services. *JAIDS Journal of Acquired Immune Deficiency Syndromes*, 88(2), 165-172. <https://doi:10.1097/QAI.0000000000002750>
11. *Villalobos, A. V. K., Davis, C., Turner, M. M., Long, S., **Hull, S.**, & Lapinski, M. K. (2021). Breastfeeding in context: African American women's normative referents, salient identities, and perceived social norms. *Health Education & Behavior*. <https://doi.org/10.1177/10901981211014445>
12. *Villalobos, A. V. K., Turner, M. M., Lapinski, M. K., **Hull, S.**, Long, S., Wang, J., & Moore, E. W. G. (2021). Predicting breastfeeding intentions: A test and Extension of the Theory of Normative Social Behavior with African American social identity. *Health Communication*, 1-13. <https://doi.org/10.1080/10410236.2021.1936750>
13. **Hull, S. J.**, Stevens, R., & Cobb, J. (2020). Masks are the new condoms: Health communication, intersectionality and racial equity in COVID-times. *Health Communication*, 35(14), 1740-1742. <https://doi.org/10.1080/10410236.2020.1838095>
14. *Hochstatter, K. R., **Hull, S. J.**, Sethi, A. K., Burns, M. E., Mundt, M. P., & Westergaard, R. P. (2020). Promoting safe injection practices, substance use reduction, Hepatitis C testing, and overdose prevention among syringe service program clients using a computer-tailored intervention: pilot randomized controlled trial. *Journal of Medical Internet Research*, 22(9), e19703. <https://doi.org/doi:10.2196/19703>
15. Chandler, R., **Hull, S.**, Ross, H., Guillaume, D., Paul, S., Dera, N., & Hernandez, N. (2020). The pre-exposure prophylaxis (PrEP) consciousness of black college women and the perceived hesitancy of public health institutions to curtail HIV in black women. *BMC Public Health*, 20(1), 1-11. <https://doi.org/10.1186/s12889-020-09248-6>

16. *Brant, A. R., Dhillon, P., **Hull, S.**, Coleman, M., Ye, P. P., Lotke, P. S., Folan, J., & Scott, R. K. (2020). Integrating HIV pre-exposure prophylaxis into family planning care: a RE-AIM framework evaluation. *AIDS Patient Care and STDs*, 34(6), 259-266. <http://doi:10.1089/apc.2020.0004>
17. *Tekeste, M., **Hull, S.**, Dovidio, J. F., Safon, C. B., Blackstock, O., Taggart, T., Kershaw, T. S., Kaplan, C., Caldwell, A., Lane, S. B. & Calabrese, S. K. (2018). Differences in medical mistrust between Black and White women: Implications for patient–provider communication about PrEP. *AIDS and behavior*, 1-12. <https://doi:10.1007/s10461-018-2283-2>
18. *Perryman, M., *Davis, C. R., & **Hull, S. J.** (2017). The persuasive press, projection, and pluralistic ignorance about public support for same-sex marriage. *IJPOR*, 30(2), 305-315. <https://doi.org/10.1093/ijpor/edx003>
19. *Namkoong, K., Shah, D. V., *McLaughlin, B., *Chih, M., *Moon, T. J., **Hull, S. J.**, & Gustafson, D. H. (2017). Expression and reception: An analytic method for assessing message production and consumption in computer mediated communication. *Communication Methods and Measures*, 11(3), 153-172. <https://doi.org/10.1080/19312458.2017.1313396>
20. *Hochstatter, K., **Hull, S. J.**, Stockman, L. J., Stephens, L. K., *Olson-Streed, H. K., Ehlenbach, W. J., Westergaard, R. P., Repplinger, M. D., & Jacobs, E. A. (2017). Using database linkages to monitor the continuum of care for hepatitis C virus among syringe exchange clients: Experience from a pilot intervention. *International Journal of Drug Policy*, 42, 22-25. <https://doi.org/http://doi:10.1016/j.drugpo.2016.12.006>
21. **Hull, S. J.**, *Davis, C. R., Hollander, G., Gasiorowicz, M., Jeffries IV, W. L., Gray, S., Bertolli, J., & Mohr, A. (2017). Evaluation of the Acceptance Journeys social marketing campaign to reduce homophobia. *American Journal of Public Health*, 107(1), 173-179. <https://doi.org/httpss://doi:10.1080/10810730.2015.1033113>
22. **Hull, S. J.**, & *Hong, Y. (2016). Sensation seeking as a moderator of gain- and loss-framed HIV-test promotion message effects. *Journal of Health Communication*, 21(1), 46-55. <https://doi.org/https://doi:10.1080/10810730.2015.1033113>
23. **Hull, S. J.**, *Abril, E. P., Shah, D. V., *Choi, M., Chih, M. Y., *Kim, S. C., *Namkoong, K., McTavish, F., & Gustafson, D. H. (2016). Self-determination theory and computer mediated support: Modeling effects on breast cancer patient's quality of life. *Health Communication*, 31(10), 1205. <https://doi.org/10.1080/10410236.2015.1048422>
24. Westergaard, R. P., **Hull, S. J.**, *Merkow, A., Stephens, L. K., *Hochstatter, K. R., *Olson-Streed, H. K., Baker, L. M., & Hess, T. M. (2016). Computerized tailored interventions to enhance prevention and screening for Hepatitis C Virus among people who inject drugs: Protocol for a randomized pilot study. *JMIR Research Protocols*, 5(1), e15. <https://doi.org/10.2196/resprot.4830>
25. Stevens, R., *Dunaev, J., *Malven, E., Bleakley, A., & **Hull, S.** (2016). Social media in the sexual lives of African American and Latino youth: Challenges and opportunities in the digital neighborhood. *Media and Communication*, 4(3). <https://doi.org/https://doi:10.17645/mac.v4i3.524>
26. *Barocas, J. A., Baker, L., **Hull, S. J.**, Stokes, S., & Westergaard, R. P. (2015). High uptake of naloxone-based overdose prevention training among previously incarcerated syringe-exchange program participants. *Drug and Alcohol Dependence*, 154, 283-286. <https://doi.org/https://doi:10.1016/j.drugalcdep.2015.06.023>

27. *Barocas, J. A., Brennan, M. B., **Hull, S. J.**, Stokes, S., Fangman, J. J., & Westergaard, R. P. (2014). Barriers and facilitators of hepatitis C screening among people who inject drugs: a multi-city, mixed-methods study. *Harm Reduction Journal*, 11(1), 1. <https://doi.org/https://doi:10.1186/1477-7517-11-1>
28. **Hull, S. J.**, Gasiorowicz, M., Hollander, G., & Short, K. (2013). Using theory to inform practice: the role of formative research in the construction and implementation of the acceptance journeys social marketing campaign to reduce homophobia. *Social Marketing Quarterly*, 19(3), 139. <https://doi.org/10.1177/1524500413496717>
29. Stevens, R. C., & **Hull, S. J.** (2013). The colour of AIDS: an analysis of newspaper coverage of HIV/AIDS in the United States from 1992–2007. *Critical arts*, 27(3), 352-369. <https://doi.org/10.1080/02560046.2013.800668>
30. *Namkoong, K., *McLaughlin, B., *Yoo, W., **Hull, S. J.**, Shah, D. V., *Kim, S. C., Moon, T. J., Johnson, C. N., Hawkins, R. P., & McTavish, F. M. (2013). The effects of expression: How providing emotional support online improves cancer patients' coping strategies. *J Natl Cancer Inst Monogr*, 2013(47), 169-174. <https://doi.org/http://doi:10.1093/jncimonographs/lgt033>
31. **Hull, S. J.** (2012). Perceived risk as a moderator of the effectiveness of framed HIV-test promotion messages among women: a randomized controlled trial. *Health Psychology*, 31(1), 114. <https://doi.org/10.1037/a0024702>
32. **Hull, S. J.**, Hennessy, M., Bleakley, A., Fishbein, M., & Jordan, A. (2011). Identifying the causal pathways from religiosity to delayed adolescent sexual behavior. *Journal of Sex Research*, 48(6), 543-553. <https://doi.org/https://doi.org/10.1080/00224499.2010.521868>
33. Kelly, B., Hornik, R., Romantan, A., Schwartz, J. S., Armstrong, K., DeMichele, A., Fishbein, M., Gray, S., **Hull, S.**, & Kim, A. (2010). Cancer information scanning and seeking in the general population. *Journal of Health Communication*, 15(7), 734-753. <https://doi.org/doi:10.1080/10810730.2010.514029>.
34. Nagler, R. H., Romantan, A., Kelly, B. J., Stevens, R. S., Gray, S. W., **Hull, S. J.**, Ramirez, A. S., & Hornik, R. C. (2010). How do cancer patients navigate the public information environment? Understanding patterns and motivations for movement among information sources. *Journal of Cancer Education*, 25(3), 360-370. <https://doi.org/https://doi:10.1007/s13187-010-0054-5>
35. Nabi, R. L., Finnerty, K., Domschke, T., & **Hull, S.** (2006). Does misery love company? Exploring the therapeutic effects of TV viewing on regretted experiences. *Journal of communication*, 56(4), 689-706. <https://doi.org/10.1111/j.1460-2466.2006.00315.x>

BOOK CHAPTERS

1. Bleakley, A., & **Hull, S. J.** (forthcoming, invited). A Reasoned Action Approach: The Theory of Reasoned Action, Theory of Planned Behavior, and Integrated Behavioral Model. In K. Glanz, B. Rimer, & K. Viswanath (Eds.), *Health Behavior: Theory, Research and Practice* (6 ed.). Jossey-Bass.
2. *McLaughlin, B., **Hull, S.**, *Namkoong, K., Shah, D., & Gustafson, D. H. (2016). We all scream for ice cream: Positive identity negotiation in the face of cancer. In A. Novak & I. J. El-Burki (Eds.), *Defining Identity and the Changing Scope of Culture in the Digital Age* (pp. 81).

ARTICLES UNDER REVIEW

CURRENT GRANT FUNDING

- 2021 -2024 Consultant, “Socio-Structural Intervention to Improve Pre-Exposure Prophylaxis (PrEP) Services for Cisgender Women (CGW) (PrEP-CGW)”
NIH, NIMH, R34 MH128046-01
PI: Rachel K. Scott
Award: \$245,586 (10%)
- 2020 – 2024 Principal Investigator (PI), “Sisters Informing Sisters about Topics on AIDS and PrEP (SISTA-P): Adapting an Evidence-Based HIV Prevention Intervention to Reduce HIV Incidence among Black Women, including those Who Use Drugs”
NIH NIDA, 1K01DA050496-01A1
Award: \$696,360 (75%)
- 2019 – 2024 Consultant, “Establishing the science behind Alzheimer’s recruitment registries: opportunities for increasing diversity and accelerating enrollment into trials”
NIH, National Institute on Aging (NIA), 1R01AG063954-01
Co-Principal Investigators: Jessica Langbaum & Amy Bleakley
Award: \$1,458,714

GRANT APPLICATIONS

- Recused Co-Investigator (Co-I), “Adolescent health at the intersections of sexual, gender, racial/ethnic, immigrant identities and native language”
NIH, HDEP, R01
PI: Marla Eisenberg
Score: 17, 2nd percentile
Recused myself because I accepted the K01, which requires 75% effort.

Meritorious score but not funded

- 09/2019 PI, “Sisters Informing Sisters about Topics on AIDS and PrEP (SISTA-P): Adapting an Evidence-Based HIV Prevention Intervention to Reduce HIV Incidence among Black Women, including those Who Use Drugs”
NIH NIDA, K01
Score: 35, 7th percentile

COMPLETED GRANT FUNDING

- 2019 – 2021 Co-I, “Citywide Expansion of Rapid ART Initiation in the District of Columbia”
NIH, DC CFAR Administrative Supplement
PI: Rupali Doshi (5%)
- 2019 – 2020 Co-I, “A City-Wide Approach to HIV Pre-Exposure Prophylaxis (PrEP) Scale Up in Multiple High-Risk Communities in Washington DC”
NIH DC CFAR Administrative Supplement
PI: Sarah Henn – Award: \$161,557 (5%)
- 2019 – 2021 Co-I, Developing and Validating New Measures of Multilevel Intersectional Stigma to Improve the HIV Prevention Continuum for Young Black Gay Bisexual and Other Men who Have Sex with Men in the South”
NIH, NIMH 1R21MH121313-01

- PI: Lisa Bowleg – Award: \$449,439 (5%)
- 2018 – 2021 Co-I, “The Intersectionality Checklist: An Essential Tool for Equitable Health and Financial Security Policies and Programs for US Women and Children”
W. K. Kellogg Foundation, P0130400
PI: Lisa Bowleg – Award: \$739,767 (20%)
- 2020 – 2021 PI, “Providers PrEP: Identifying Primary Healthcare Providers’ Implicit Biases as Barriers to Practicing Egalitarian Principles”
UCSF - Center for AIDS Prevention Studies Pilot Award
NIH, NIDA R25DA028567 subaward
Award: \$20,000 (10% effort in-kind)
- 2017 – 2019 Co-I, “Identification of the Pre-exposure Prophylaxis (PrEP) cascade for Women and Integration of PrEP into Women's Family Planning Services: a prospective cohort”
Gilead Sciences, ISR-US-17-10270
PI: Rachel Scott – Award: \$487,629
- 2017 – 2018 Co-I, “Identification of the Pre-exposure Prophylaxis (PrEP) cascade for Women and Integration of PrEP into Women's Family Planning Services: a pilot study”
Georgetown-Howard Universities Center for Clinical and Translational Science
PI: Rachel Scott – Award: \$40,000
- 2016 – 2017 PI, “Understanding Determinants of Intentions to Utilize Prep among Black Women in DC”
DC Center for AIDS Research, Pilot Awards Program
NIH Award (# AI117970), Award – \$50,000 (20%)
- 2014 – 2016 Co-I, “Implementing combination behavioral and biomedical HIV prevention strategies through high risk sexual networks”
Wisconsin Partnership Program, UW – Madison, New Investigator Program,
PI: Dr. Ryan Westergaard, Award – \$90,030 (5%)
- 2013 – 2014 Co-I, “A community-based, behavioral intervention to improve screening for hepatitis C among high-risk young adults in Wisconsin”
Institute for Clinical and Translational Research, UW – Madison,
PI: Dr. Ryan Westergaard, Award – \$74,999 (8%)
- 2013 – 2016 PI, “Acceptance Journeys: A social marketing campaign to reduce HIV in Milwaukee”
Baldwin Reilly Wisconsin Idea Endowment, UW – Madison
Award – \$150,000
- 2013 – 2014 PI, “Focused Framing: A test of the effects of matching gain and loss framed HIV test promotion messages to viewer regulatory focus”
Wisconsin Alumni Research Foundation, UW – Madison
Award – \$50,000
- 2013 – 2014 Co-I “Acceptance Journeys”
VIVA Glam, MAC AIDS Fund
PI: Gary Hollander – Award: \$100,000
- 2012 – 2014 Discretionary Funding
William T. Evjue Faculty Fellowship
William T. Evjue Centennial Chair and Faculty Support Fund, UW – Madison
Award – \$50,000

- 2012 - 2014 Awardee
NIH Loan Repayment Program – Health Disparities Research
- 2012 – 2013 Co-I, “Acceptance Journeys,”
HIV Prevention Cooperative Agreement, Centers for Disease Control and Prevention,
PS12-1201
PI: James Vergeront
- 2012 Co-I, “End HIV Milwaukee”
VIVA Glam campaign, MAC AIDS Fund
PI: Gary Hollander – Award: \$100,000
- 2012 PI, “Frames that fit: The influence of viewer regulatory focus on the persuasiveness of
framed HIV test promotion messages”
Wisconsin Alumni Research Foundation, UW-Madison
Award: \$38,383
- 2010 – 2011 Co-I, “Acceptance Journeys”
HIV Prevention Cooperative Agreement,
Centers for Disease Control and Prevention, PS10-1001
PI: Dr. James Vergeront
- 2011 Course Development Grant
College of Letters & Sciences, Honors, UW – Madison
Award: \$5,000
- 2011 Course Development Grant
Robert Wood Johnson Foundation
Award: \$5,000
- 2009 PI, “Risky Business: An examination of the relationship between message frame, risk
perceptions and intentions to seek HIV-antibody testing”
Russell Ackoff Fellowship, Wharton Risk Management and Decision Processes Center,
Award – \$4,000
- 2008 PI, “Risky Business: An examination of the relationship between message frame, risk
perceptions and intentions to seek HIV-antibody testing”
Russell Ackoff Fellowship, Wharton Risk Management and Decision Processes Center,
Award -- \$4,000
- 2006 – 2009 Annenberg School Summer Research Fellowship
University of Pennsylvania, \$4,000 annually

REFEREED CONFERENCE PRESENTATIONS

Burns, JA, Hull, SJ, Inuwa A, Moriarty, P, Scott, RK. Understanding Retention in the PrEP Cascade Among Cisgender Women. Poster presented at: ACOG District II Annual District Meeting; October 20-21, 2023; Brooklyn, NY.

Venetis, M., & Hull, S. J. (2023). Panel Co-Organizers, Diversity, Equity, and Inclusion in Patient Engagement and Healthcare Communication. International Communication Association, Toronto, Canada.

- Hull, S. J.**, Alade, T., Sinks, H., Moriarty, P., Zack, J., Scott, R. K., (2023). *The Association Between Medical Distrust and the Intention to Initiate Pre-Exposure Prophylaxis (PrEP) in HIV-Seronegative Cisgender Women of Color within the DC Area*, Annual Clinical and Scientific Meeting. Baltimore, MD.
- Zack, J., **Hull, S.J.**, Huang, J.C., Scott, R. K., (2023). *Age-related Differences in the Factors Influencing Intention to Initiate Pre-exposure Prophylaxis in Cisgender Women in Washington D.C.* Annual Clinical and Scientific Meeting. Baltimore, MD.
- Hull, S.J.**, Massie, J., Holt, S. & Bowleg, L. (2022). *Intersectionality Policymaking Toolkit: Principles for Intersectionality Informed Policymaking to Serve Diverse Women & Children*. Kentucky Conference on Health Communication, Lexington, KY.
- Hull, S. J.**, Duan, X., Brant, A., Ye, P., Gu, J., Coleman, M., Stevens, R. & Scott, R. (2022). *Understanding psychosocial determinants of PrEP uptake among cisgender women experiencing heightened HIV risk: Implications for multi-level communication intervention*. International Communication Association, Paris, France.
- Doshi RK, Jones J, Liu A., et al. (2020). Approaches for rapid ART Initiation: Implementation strategies from NIH-funded EHE Projects in Metropolitan Areas. Ryan White Conference on HIV Care & Treatment, Washington, DC.
- Stevens, R., **Hull, S. J.**, & Cobb, J. N. (2020, postponed), *Beyond Advisory Boards: Strategies for integrating youth into digital health research*. International Social and Behavior Change Communication Summit, Marrakech, Morocco.
- Lahiri, S., **Hull, S**, Sinks, H, Scott, R. (2020, postponed). Social norms, gender, and power related to PrEP use among Black women in Washington, DC: A Bayesian approach. International Social and Behavior Change Communication Summit 2020, Marrakech, Morocco.
- Scott, R.K., **Hull, S.J.**, Huang, J., Visconti, A., Coleman M., Ye, P., Lotke, P., Balaji, D., Beverley, J., Ward, A., Holiday, J., Elion, R. (2020). Determinants of HIV pre-exposure prophylaxis initiation in women at high risk for HIV. Poster presented to the annual Conference on Retroviruses and Opportunistic Infections (CROI), Boston, MA.
- Villalobos, A., Davis, C., Turner, M.M., Long, S., Sangodele-Ayoka, A., **Hull, S.** Lapinski, M. (2020). "Breast is Best" message penetrates, lip service dominates: Perspectives from African American Women in Washington, D.C. Society of Behavioral Medicine.
- Hull, S. J.**, & Mompe (2018). An evaluation of the effectiveness of the Black Women's Health Imperative (BWHI) #LetsTalkAboutPrep campaign among Black women living in Washington D.C., International Communication Association, Prauge, CZ.
- Scott, R., Klemmer, K. Richards, R., Salmoran, F., Fernandez, S., **Hull, S.J.**, Hendrix, C. (2018). Knowledge and acceptability of HIV Pre-exposure prophylaxis in pregnant women. Conference on Retroviruses and Opportunistic Infections (CROI). Boston, MA.
- Brant A, Dhillon, P., **Hull, S.J.**, Coleman, M., Ye, P. Lotke, P., Folan, J., Alintah, P., Scott, R. (2018). Integrating HIV Pre-Exposure Prophylaxis (PrEP) services with family planning services: an evaluation using the RE-AIM Framework. Women in HIV Workshop, Conference on Retroviruses and Opportunistic Infections (CROI). Boston, MA.
- Tekeste, M., **Hull, S.**, Dovidio, J.F., Safon, C.B., Blackstock, O., Taggart, T., Kershaw, T. S., Kaplan, C., Caldwell, A., Lane, S.B. & Calabrese, S.K. (2018). The implications of race and medical mistrust for

women's comfort discussing PrEP with a healthcare provider. International Conference on HIV Treatment and Prevention Adherence.

Hull, S. J., Bowleg, L., Pérez, C. & Sichone-Cameron, M. (2017). Psychosocial and environmental factors affecting Black women's consideration of PrEP as a viable prevention tool: Implications for strategic communication, American Public Health Association, Atlanta, GA.

Hull, S. J., Bowleg, L., Pérez, C. & Sichone-Cameron, M. (2017). Psychosocial and environmental factors affecting Black women's consideration of PrEP as a viable prevention tool: Implications for strategic communication, Centers For AIDS Research, Washington, DC.

Hong, Y., **Hull, S. J.** & Davis, C., (2017). The Effect of Presumed Media Influence on Communicative Actions about Same-sex Marriage Legalization, National Communication Association, Chicago, IL.

Mompe, A., & **Hull, S. J.**, (2017). An Evaluation of the Effectiveness of the Black Women's Health Imperative (BWHI) #LetsTalkAboutPrep campaign among Black women living in Washington D.C., GWU Research Days Conference, Washington, DC.

Hull, S. J., Davis, C., Hollander, G., Gasiorowicz, M., Gray, S., Bertolli, J., & Jeffries, W., Mohr, A., (2016). Cultures of acceptance: Evaluation a social marketing campaign to reduce homophobia. American Public Health Association, Denver, CO.

Coppini, D., Davis, C., & **Hull, S., J.** (2016) "But he doesn't look gay!" Perceived variability as a mediator between para-social interactions and reduction of discrimination. National Communication Association, Philadelphia, PA.

Hong, Y., **Hull, S. J.**, Choung, H., Myung, E., Di, Z., & Davis, C. (November, 2016). Mediation pathways for the moderating effect of gain-and loss-framed messages: A test of competing hypotheses. National Communication Association Annual Conference, Philadelphia, PA.

Hull, S.J., Orellana-Campos, A., & Choung, H. (2016). Does talk matter?: The Moderating Effect of Discussion about the Intervention on Acceptance of Gay Individuals. Kentucky Conference on Health Communication, Lexington, KY.

Di, Z., & **Hull, S. J.** (2016). The effects of frames and reference points in health messages on information processing and persuasion. Kentucky Conference on Health Communication, Lexington, KY.

Hong, Y., & **Hull, S. J.** (2015). "Cognitive Pathway to Narrative Persuasion: A Serial Multiple Mediation Model," International Communication Association. San Juan, PR.

Davis, C. R., Coppini, D., **Hull, S. J.**, & Duncan, M. (2015). "Can I Live? Stereotypes & The Intersectional Identities of Black Gay Men." International Communication Association. San Juan, PR.

Hong, Y., **Hull, S. J.**, & Gunther, A. C. (2014). "Perceived Elaboration as a Mediator of Presumed Influence Model: How HIV Test Promotion Media Content Indirectly Influence Intention to Get HIV Tested." National Communication Association. Chicago, IL.

Hull, S. J. & Hong, Y. (2014). Sensation seeking as a moderator of gain- and loss- framed HIV-test promotion message effects. International Communication Association. Seattle, WA.

Hull, S. J. & Hardy, B. (2014). The foundations of homophobia and acceptance: Modeling acceptance and discrimination among Black and White heterosexuals in 4 US cities. Kentucky Conference on Health Communication, Lexington, KC.

Hull, S. J., Mohr, A., Hollander, G. & Gasiorowicz, M. (2013). Evaluation of the acceptance journeys campaign: Results from a rolling cross sectional evaluation with 3 comparison groups. American Public Health Association, Boston, MA.

Barocas J, **Hull S**, Sosman J, Sethi A, Fangman J, & Westergaard R. (2013). Medical and legal consequences of ongoing drug use among young injection drug users infected with hepatitis C virus. Annual Society for General Internal Medicine Meeting, Denver, CO.

Hull, S. J. & Hong, Y. S. (2013). The Influence of Viewers' Perceived Risk, Regulatory Focus, Behavior Inhibition/Activation System on the Persuasiveness of Framed HIV Test Promotion Messages. International Communication Association. London, UK.

Moon, T., D'Angelo, J., Tsang, S., Hong, Y., **Hull, S.**, Shah, D., McTavish, F., & Gustafson, D. (2013). "I want to go out with you" vs. "I want to talk to you": corpus analysis of gender differences in mobile text messages of adolescents. International Communication Association. London, UK.

Barocas, J., **Hull, S.J.**, Sethi, A., Sosman, J., Fangman, J., Westergaard, R., (2012). Low rates of screening for HIV and hepatitis C among injection drug users not engaged in primary care: A community-based survey. National Summit on HIV and Viral Hepatitis. Washington, DC.

Barocas, J., Brennan, M., **Hull, S.J.**, Sethi, A., Sosman, J., Fangman, J., Westergaard, R., (2012). Barriers and Facilitators to HIV and Hepatitis C Screening among Active Intravenous Drug Users. National Summit on HIV and Viral Hepatitis. Washington, DC.

Mohr, A., **Hull, S. J.**, Hollander, G., Jeffries, W. L., Garcia, L., Gasiorowicz, M., & Short, K. (2012). A social marketing campaign to reduce homophobia in Milwaukee, WI. American Public Health Association. San Francisco, CA.

Mohr, A., Hollander, G. & **Hull, S. J.** (2012). Addressing homophobia in the African American community in Milwaukee through social marketing: development, implementation and evaluation of the Acceptance Journeys campaign. Wisconsin Public Health Association. Middleton, WI.

McLaughlin, B. T., **Hull, S. J.**, Namkoong, K., Shah, D., Gustafson, D. H. (2012). We all scream for ice cream: How mundane topics strengthen bonding in computer mediated support groups. International Communication Association. Phoenix, AZ.

Stevens, R. & **Hull, S. J.** (2011). No good news: Media coverage of HIV/AIDS from 1993-2007. American Public Health Association. Washington, DC.

Hull, S. J. (2011). Understanding the effects of gain and loss framed messages on HIV test intentions: Integrating theories of message effects, information processing and behavior change. National Communication Association. New Orleans, LA.

Hull, S. (2011). Perceived Risk as a Moderator of the Effectiveness of Framed HIV Test Promotion Messages Among Women: A Randomized Controlled Trial. National Communication Association. New Orleans, LA.

Namkoong, K., Shah, D., McLaughlin, B., Yoo, W.H., Kim, S. C., **Hull, S. J.**, Moon, T. J., Johnson, C., Hawkins, R. P. & Gustafson, D. H. (2011). An Analytic Method for Computer-Mediated Communication (CMC): Distinguishing the Message Expression and Reception Effects in Online Social Networks. Association for Education in Journalism and Mass Communication. St. Louis, MO

Namkoong, K., Shah, D., **Hull, S.**, Kim, S. C., Chih, M. Y., Puig Abril, E. Gustafson, D. H. & McTavish, F. (2011). Mediated effects of interactive cancer communication systems on health outcomes: A test of self-determination theory. The Department of Defense Breast Cancer Research Program. Orlando, FL.

Lee, C., & **Hull, S. J.** (2008). Validating seeking and scanning measures for cancer patients. National Communication Association. San Diego, CA.

Hull, S. J., Lee, C., & Hornik, R. (2008). The effects of seeking and scanning on behavior: Theory of planned behavior approach to seeking and scanning. International Communication Association. Montreal, Canada.

Kelly, B. J., Hornik, R., Romantan, A., Schwartz, J. S., Armstrong, K., DeMichele, A., Fishbein, M., Gray, S., **Hull, S. J.**, Kim, A., Nagler, R., Niederdeppe, J., Ramirez, A. S., Smith-McLallen, A. S., & Wong, N. (2008). Cancer Information Scanning and Seeking in the General Population. International Communication Association. Montreal, Canada.

Stevens, R., **Hull, S. J.**, & Ho, A. (2007). From T.V. to testing: Linking the KNOW HIV/AIDS media campaign to HIV prevention behavior among adolescents. National Communication Association. Chicago, Illinois.

Hull, S. J., Lee, C., & Hornik, R. (2007). The effects of seeking and scanning on behavioral intention: Theory of planned behavior approach to seeking and scanning. International Communication Association, San Francisco, CA.

Hornik, R., Schwartz, J. S., Armstrong, K., DeMichele, A., Fishbein, M., Frazee, T., Frosch, D., Gray, S., **Hull, S. J.**, Kelly, B., Kim, A., Lee, C., Lewis, N., Martinez, L., Nagler, R., Niederdeppe, J., Ramirez, S., Romantan, A., Smith-McLallen, A., & Wong, N. (2007) The seeking and scanning behavior (SSB) project. Conference on Interdisciplinary Science, Health Promotion & Disease Prevention held in Pasadena, CA.

Hull, S. J. (2006). Deconstructing and re-constructing identities: Language and the construction of the soldier. International Communication Association, Dresden, Germany.

Nabi, R., Finnerty, K., Domschke, T., & **Hull, S. J.** (2005). Does misery love company? Exploring the therapeutic effects of TV viewing on regretted experiences. International Communication Association, New York, NY.

SELECTED INVITED PRESENTATIONS

National

2023 Schering Plough Executive Lectures, Farleigh Dickinson University

2022 PrEP & Women, Invited Speaker, Ujima Scholars Program, Division of Prevention Science, University of California, San Francisco.

Advancing HIV health communication science: Challenges and opportunities for impact in key populations, Invited Panelist, National Institutes of Health, NIMH, Division of AIDS Research

“Masks are the New Condoms: Health Communication, Intersectionality and Racial Equity in COVID-Times,” Invited Speaker, University of Delaware, Department of Communication

“Masks are the New Condoms: Health Communication, Intersectionality and Racial Equity in COVID-Times,” Invited Speaker, University of Michigan, Department of Communication

“Masks are the New Condoms: Health Communication, Intersectionality and Racial Equity in COVID-Times,” Invited Speaker, University of Maryland, Department of Communication

“Masks are the New Condoms: Health Communication, Intersectionality and Racial Equity in COVID-Times,” Invited Speaker, Temple University, Lew Klein College of Media and Communication

2021 "Health, Wealth, and Racial Opportunity," Invited Panelist, Annenberg School for Communication, University of Pennsylvania.

Annenberg Research Seminar, Invited Speaker, Annenberg School of Communication, University Of Southern California

“Risk and Decision-making in a Climate of Uncertainty,” Invited Speaker, CAPS/UCSF Townhall, Center for AIDS Prevention Studies University of California – San Francisco

2020 DC Center for AIDS Research, Virtual Coffee Hour, Invited Panelist

2019 Robert Wood Johnson Health & Society Scholars Program – Invited speaker, Workshop: Communicating with the Press

2018 Midwest AIDS Training and Education Center, Madison, WI. Invited speaker: PrEP among women

Robert Wood Johnson Health & Society Scholars Program – Communicating about Health Disparities

2017 DC Center for Rational Prescribing, Invited Panelist, Topic: Pre-exposure Prophylaxis

Robert Wood Johnson Foundation Health Policy Scholars Program, Johns Hopkins University, Communicating about health disparities

Centers for AIDS Research, Early Stage Investigator Mentoring Workshop, Invited Speaker, Community Engaged Research

Centers for AIDS Research, National Community Advisory Board Coalition Meeting, Invited Panelist: Community Partnership

American Association of Medical Colleges Continuing Education hosted by DC Department of Health, Invited Panelist, Topic: Pre-exposure Prophylaxis

2016 DC Center for Rational Prescribing, Talking About PrEP Continuing Medical Education Video – Invited Panelist

School of Nursing, University of Pennsylvania, “Cultures of acceptance: Evaluation a social marketing campaign to reduce homophobia”

Graduate School of Public Health, University of Pittsburgh, Invited Panelist, Topic: Acceptance Journeys Pittsburgh

Department of Community Health and Prevention, Drexel University, Invited speaker, “Psychosocial and environmental factors and Black women’s PrEP use: Implications for communication”

2015 Department of Communication, University of Arizona, “Toward Eliminating Disparities in HIV/AIDS Through Mass Mediated Messaging: A Message Design Approach”

2014 School of Media and Communication, Temple University, "Toward Eliminating Disparities in HIV/AIDS Through Mass Mediated Messaging: A Message Design Approach"

Regional

2019 Ob/Gyn Grand Rounds at MedStar Washington Hospital, "PrEP for Women"

2017 DC Department of Health, HIV/AIDS, Hepatitis, STD & TB Administration (HAHSTA), Biomedical Invited panelist, HIV Prevention Strategies Symposium

2016 DC Center for AIDS Research Symposium, "Psychosocial and environmental factors and Black women's PrEP use: Implications for communication"

2014 Robert Wood Johnson Health & Society Scholars Program, Invited Panelist, Strategies for navigating the transition to the tenure track

2013 UW Health Disparities Interest Group, University of Wisconsin, Invited speaker, "Acceptance Journeys: A Social Marketing Campaign to Reduce HIV/AIDS Among MSM of color in Milwaukee"

2011 Sex Out Loud, University of Wisconsin – Madison (Student Organization), Invited speaker, How research can contribute to reducing HIV transmission among disproportionately affected groups

2010 Wisconsin Health Department AIDS/HIV Program, Invited speaker, "The Integrated Model of Behavior Change"

TEACHING**School of Communication & Information, Rutgers University**

2022 – pres. Persuasion

2020 – pres. Media, Marketing and Communication, 35 students, undergraduate, online

Invited guest

2023 COMM 558 Mediated Health Communication, Dr. Yonaira Rivera

2023 COMM 676 Community Engaged Scholarship to Support Health & Wellness, Dr. Charles Sentieo

2022 COMM 623 Research Foundations and Methods (Design), Dr. Kathryn Greene

2022 COMM 601 Faculty Research Panel, Dr. Jennifer Theiss

2021 COMM 601 Faculty Research Panel, Dr. Jennifer Theiss

2021 COMM 623 Research Foundations and Methods (Design), Dr. Kathryn Greene

2020 COMM 446 Communication and Social Change, Dr. Vikki Katz

2020 COMM 559 Interpersonal and Relational Facets of Health Communication, Dr. Maria Venetis

Milken Institute School of Public Health, GWU

2016 – 2020 Social Marketing, 15-20 students, MPH, residential, online

2019 – 2020 Introduction to Public Health Communication & Marketing, MPH, online, 30 students, course lead, 6 instructors

2019 – 2020 Market Research for Public Health, MPH, online, 30 students, course lead, 3 instructors

2019 – 2020 Advanced Theory in Health Communication, 8-12 students, Ph.D., residential

School of Journalism & Mass Communication, UW – Madison

2012 – 2014 Effects of Mass Communication, 70 - 100 students, 1 TA, Undergraduate

2011 – 2012 Introduction to Mass Communication, 300 - 350 students, 11 – 14 TAs, Undergraduate

2011 – 2012 Principles of Strategic Communication, 36 students, 1 TA, Undergraduate

2013 – 2014 Theory in Health Communication, 8-12 students, Ph.D

Annenberg School for Communication, University of Pennsylvania

2010 Communication and Behavior, 8 students, Undergraduate

2009 Teaching Assistant, Communication and Behavior, Undergraduate

2009 Teaching Assistant, Children and Media, Undergraduate

2008 Teaching Assistant, Persuasion and Communication, Undergraduate

STUDENT ADVISING**Dissertation Chair**

2023 MJ Salas, SC & I, Rutgers

2022 –

2023 Nicole Mendoza, SC & I, Rutgers (expected completion 2027).

2022 Hanna Tessema, Dr.PH Candidate, PCH, GWU

Understanding Individual & Product-Related Factors Influencing Diffusion of PrEP & PrEP + Contraception among Black Women who Have Sex with Men

2018 Yangsun Hong, PhD, SJMC, UW – Madison

Current position: Assistant Professor, Department of Communication & Journalism
University of New Mexico

*early career scholar paper award from D.C. Health Communication Conference

2017 Catasha Davis, PhD, SJMC, UW – Madison
Current position: Communications Specialist, Parenthetic, Washington DC

Dissertation Committee Member

2022 Taylor Goulbourne, Rutgers University
2020 Sidney Holt, Department of Psychology, GWU
2019 Aubrey Van Kirk Villalobos, SPH, GWU
2020 Hyesun Choung, SJMC, UW – Madison
2014 Jiyoun Kim, PhD, Department of Life Sciences Communication, UW – Madison
2014 Christine Muganda, PhD, Population Health Sciences, UW – Madison

Dissertation reader

2018 Vinu Ilakkuvan, PCH, GWU

Masters Thesis Advisor

2014 Catasha Davis, MA, UW – Madison

Masters Thesis Committee Member

2016 Ashley Chung, MPH, Graduate School of Public Health, University of Pittsburgh
2015 Hyesun Choung, MA, SJMC, UW – Madison
2014 Zhen Di, MA, SJMC, UW – Madison
2014 Yilang Peng, MA, SJMC, UW – Madison
2013 JJ DeSimone, MA, SJMC, UW – Madison
2013 Hayley Madden, MPH, UW – Madison

Qualifying Exam Committee

2023 Lauren Lee, Rutgers University

Culminating Experience Advisor

2019 Ngozidirichukwu Ihenacho, PCH, GWU
Paula Kaledzi, PCH, GWU
2018 Isabel Garcia, PCH, GWU
Siham Nakamura, PCH, GWU
Gia Garrett, PCH, GWU
2017 Brianna Belgrave, PCH, GWU
Andrea Ferrand, PCH, GWU
Atlang Mompe, Department of Global Health, GWU
Monique Thornton, GWU
2016 Alana Black, PCH, GWU
Carolin Pérez, Department of Global Health, GWU
Laura Pickard, PCH, GWU

Undergraduate advising & supervision, SJMC, UW – Madison

2015 Vreni Pigorsch, Internship Supervisor
Justin Gluck, Independent Study Supervisor
2014 Demetri Tongas, Internship Supervisor
Natalia Dahl, Internship Supervisor
2013 Shelby Lewis, Independent Study Supervisor
Jonathan Juhn, Senior Thesis Adviser
Laura Howe, Mentor; Independent Study; Directed Study Supervisor

- 2012 Sara Schumacher, Undergraduate Research Scholars Program Supervisor
Jane Lambert, Independent Study
- 2011 Tammy Mitchell, Independent Study Supervisor

DISCIPLINARY SERVICE

- 2023 Mentor, Search Strategies and Application Materials Review, Annenberg School for Communication, University of Pennsylvania
- 2022 Mentor, Kentucky Conference on Health Communication, Mentoring Program

Executive and Advisory Board Membership

- 2023 – pres. Steering Committee Member, Health Humanities, Communications, and Informatics Working Group, Rutgers Institute for the Study of Global Racial Justice
- 2020 – pres. Advisor to the Founder & President, Intersectionality Training Institute
- 2020 Invited Participant, National Institute of Mental Health & National Institutes of Health Office of AIDS Research, Stigma Workshop
- 2020 – pres. Editorial Board Member, Human Communication Research
- 2020 ICA Mass Communication Division Innovation Award Selection Committee (recused)
- 2019 – pres. Intersectionality Training Institute, Board of Directors
- 2018 – pres. Editorial Board Member, Journal of Communication
- 2018 – pres. Board Member, Kentucky Conference on Health Communication
- 2018 Dean Search Committee, Annenberg School for Communication, University of Pennsylvania (Dr. John Jackson)
- 2018 Building Healthy Online Communities, PrEP Messaging Advisory Board
- 2017 – 2018 Gilead Sciences, PrEP for Women, Steering Committee
- 2017 – 2018 The Women's Collective Board of Directors
- 2017 DC PrEP for Women Advisory Committee Member, Washington AIDS Partnership & DC DOH, PrEP Working Group, DC Department of HIV/AIDS, Hepatitis, STD and TB Administration
- 2016 XD @GW Cooperative (Cross-disciplinary cooperative for community engaged teaching)
- 2015 – 2019 Wisconsin Obesity Prevention Initiative National Advisory Committee
- 2014 – pres. Annenberg School for Communication, Alumni Advisory Board Member – consecutive 3-year terms
- 2013 – 2018 Mass Communication Division, Secretary, International Communication Association, Consecutive 2- year terms, elected position

Grant Reviewer

2018 – 2020 Pilot Awards Program, DC Center for AIDS Research (CFAR)
 2019 Early Career Reviewer Program, Center for Scientific Review, NIH
 2020 – 2022 Pilot Project Grant Program, New Jersey Alliance for Clinical and Translational Research (NJ ACTS)

Peer Reviewer

Journals

Human Communication Research

Journal of Communication

Journal of Health Communication

Health Communication

Journal of Acquired Immune Deficiency Syndromes

American Journal of Public Health

Annals of Behavioral Medicine

Population Health

Poz One

Communication Research

New Media & Society

Cases in Public Health Communications & Marketing

NCA Health Communication Division Awards Review Committee (elected, recused)

Professional Associations

American Public Health Association, DC Center for AIDS Research, International Communication Association, Kentucky Conference on Health Communication, National Communication Association

INSTITUTIONAL SERVICE

Rutgers University

2024 Member, Midterm Review Committee, Kiran Garimella

2023 Invited Moderator, Opinions by Roxane Gay, book launch

2023 How to succeed at Rutgers-NB/Why I love Rutgers-NB, panel, Office of the Chancellor Provost

2023 Invited Participant, Chancellor-Provost's Faculty Roundtable

2022 Invited Speaker, Faculty Unplugged Series, Doctoral Student Association

2021- 2022 Faculty Fellow, Rutgers Academy for the Scholarship of Teaching and Learning (RASTL)

School of Communication & Information, Rutgers University

2023 Research Committee

2023 Invited Discussant, Scholarly Incubator

2022 – 2023 Mentoring Committee Member

2022 – 2022 Co-Chair, Diversity, Equity & Inclusion in Patient Engagement and Healthcare Communication Symposium, October 14, 2022. New Brunswick, NJ

2020 – 2022 Search Committee Member – Gloria Steinem Endowed Chair search (Dr. Roxane Gay)

2020 – 2022 Diversity and Inclusion Committee

Department of Communication, Rutgers University

2021 – 2022 Search Committee Member – Inequities/Disparities search (Dr. Christina Scharp)

Department of Prevention & Community Health, George Washington University

2020 – 2020 Diversity and Inclusion Committee

2018 – 2020 Admissions Committee

2018 – 2020 Dr. Ph / PhD Comprehensive Exam Reviewer

2017 – 2019 Executive Committee

2015 – 2020 Research Committee

School of Journalism & Mass Communication, University of Wisconsin – Madison

- 2014 – 2015 Graduate Curriculum Committee
- 2013 – 2014 Search Committee Member – Ethics Faculty search (Dr. Lindsay Palmer)
- 2013 – 2014 Faculty Advisor – National Association of Black Journalists, UW Chapter
- 2011 – 2014 Undergraduate Curriculum Committee

Annenberg School for Communication, University of Pennsylvania

- 2007 – 2009 Fontaine Society Coordinating Committee:
Finance Committee Chair, Community Outreach Committee Co-Chair, Professional Development Committee Co-Chair, Networking and Cultural Enrichment Co-Chair
- 2007 – 2008 Graduate and Professional Student Association
Annenberg School for Communication Representative
- 2005 – 2006 Annenberg School for Communication Graduate Council

PUBLIC SERVICE

- 2016 Guest Expert, The Women’s Collective - HIV prevention for women townhall
- 2010 – 2015 Planning Committee Member – Sickle Cell Blood Drives
annually: 2 campus drives (UW-Madison), 2 community drives
Approximately 80 pints collected annually. In collaboration with the Morgridge Center for Public Service, The Urban League of Greater Madison, The Red Cross and SJMC
- 2013 – 2015 Reading Tutor – Urban League of Greater Madison, Schools of Hope
- 2013 EpiAID Update Panel Participant
- 2011 Meeting to update community health workers of local trends and initiatives around HIV
Focus Group Facilitator Trainer; Town Hall Facilitator, Diverse & Resilient, Milwaukee, WI
- 2007 – 2010 Mentor, US Dream Academy

INDUSTRY & PRO BONO CONSULTING

- 2022 – 2022 Consultant, A & E Networks
 2021 – 2021 Expert Key Informant, National Research Group (NRG)/Oprah Winfrey Network (OWN)
 2018 – 2019 Consultant, Octane Public Relations
 2012 – 2015 Consultant, Innocorp, Verona, WI
 2015 Consultant to the Senior Deputy Director, DC HIV/AIDS, Hepatitis, STD and TB Administration
 2015 Consultant, Young Gifted and Black Coalition
 2011 Consultant, Select Media, Philadelphia, PA

SELECTED MEDIA MENTIONS

- 2022 Expert commentary featured in “HIV Prevention Drugs Work Great. Why Is Access So Inequitable?” by Krystal Jagoo in *Everyday Health* on July 13, 2022. <https://www.everydayhealth.com/hiv-aids/hiv-prep-preexposure-prophylaxis-access-inequities/>
- Expert commentary featured in “CDC: ‘Longstanding and Ingrained Barriers’ Contribute to HIV Transmission Among Blacks” by Marie Rosenthal in *Infectious Disease Special Edition: HIV/AIDS, STIs* on February 7, 2022. <https://www.idse.net/HIV-AIDS--STIs/Article/02-22/CDC-Longstanding-and-Ingrained-Barriers-Contribute-to-HIV-Transmission-Among-Blacks/66087>
- 2021 Expert commentary featured in “Black Women Want To See “More Complex Portrayals” Of Themselves Onscreen, Says New Survey From OWN And NRG” by Tom Tapper, in *Deadline* on November 10, 2021. <https://deadline.com/2021/11/black-women-own-nrg-study-complex-portrayals-1234871479/#!>
- Research and expert commentary featured in “Can You Trust Your Clinical Judgment When It Comes to Prescribing HIV PrEP to Women? Don't Be So Sure” by Heather Boerner in *Medscape* on October 10, 2021. <https://www.medscape.com/viewarticle/960274>
- Research featured in “New HIV PrEP Guidelines Call for Clinicians to Talk to Patients About HIV Prevention Meds” by Heather Boerner in *Medscape* on December 8, 2021. <https://www.medscape.com/viewarticle/964382>
- 2014 Research featured in “Acceptance Journeys: Professor campaigns against homophobia” by Grace Alexander in *The Badger Herald* on April 3, 2014. <https://badgerherald.com/news/2014/04/03/ri-acceptance-journeys-professor-campaigns-homophobia/>
- 2013 Research featured in “Marketing Love & Acceptance” by Diverse & Resilient in *Our Lives* on November 1, 2013. <https://ourliveswisconsin.com/article/marketing-love-acceptance/>
- 2012 Research mentioned in “LGBT group pushes acceptance campaign” by Corrine Hess in *Milwaukee Business Journal* on March 9, 2012.
- Invited Guest, A Public Affair, host Karma Chávez, WORT 89.9 community radio, December 5, 2012